

Letters Tell Why "Last-Minute Advertising" Pays Advertiser as Well as Buyer

CONTINUED FROM PAGE ONE.

fresh and receptive; it comes at the beginning of the day's activities, and in many cases on the very eve of the shopping hour, thus avoiding the necessity of charging the mind with details of yesterday's advertising.

Morning Readers Ready.

Another advantage that was presented in a majority of the letters was that morning paper advertising comes at a time when it could be acted upon, whereas evening paper advertising lost much of its value to the purchaser as it necessitated keeping the paper overnight.

As one contestant expressed it, "It is not an unusual occurrence for my wife to remind me that I am late for dinner, and that I must hurry through my evening meal and dress, for John and Mary said they were coming early, or, that we were included in a theater party to-night, and must be there on time. What possible chance, therefore, has one, under those circumstances, to take advantage of the advertising in the evening papers, or even read them?"

Others wrote, "Advertisements read in the morning are remembered. They are acted upon, not slept upon." "When tomorrow comes the advertisement from the evening paper is half-remembered, the paper probably mislaid and when it is found the advertiser's thought has passed from the mind." "Never put off till tomorrow what you can do today—why take the time to read the paper around after I read the ads. instead of putting it off till next day because of waiting for the evening papers." "The morning papers give you the shop news while it is news, when you want it and when you can act on it."

Another advantage frequently mentioned was that "the last word" held the advantage in advertising as in argument. Many mentioned the fact that competition being keen, merchants were afforded an opportunity in the morning papers that were more attractive than the offerings of competitors announced the evening before.

"The merchant who advertises in the morning papers can undersell the merchants who advertise in the previous evening papers," is the way one contestant expressed this idea. "The morning newspaper reader has a scoop over the shopper who relies upon the evening newspaper." "The last-minute shopping news is the strongest argument for immediate shopping." "The merchants always make their last appeal the strongest." "I find it a great convenience to take a last look at the morning paper

just before starting on my shopping trip. I know then just what are the freshest, newest offerings and just where to get them." These were a few more reasons.

Statistics Compiled.

Many commented on the fact that in these busy days, the evenings were reserved for social relaxation, and that the movies, theaters, card parties, calling, dances, autoing, etc., demanded the time of the family from supper-time to bedtime and it was seldom that evening advertising got the consideration necessary for results. Several of the contestants gave vivid descriptions of their evenings at home, illustrating from experience that they found the breakfast table the place to plan the day's shopping and the morning newspaper with its "last-minute shopping news" the medium through which to learn the offerings of the merchants.

Many other good answers were submitted in the many answers that poured into the advertising department. Some were clever, some in poetry, some in dialogue, others sent in in the form of playlets or short stories. All showed that the writers had seen or experienced the advantages from paying attention to the "Last-Minute Store News" afforded in advertisements that appeared in the morning newspapers. Some had gone so far as to compile statistics showing that in other metropolitan cities the advantages were so pronounced that the bulk of the advertisements appeared in the morning newspapers.

A surprising thing in connection with the contest was the number of men who took an interest in it and sent in answers. Evidently the men folks of Washington are as keen shoppers as are the women. Though, of course, the large majority of letters came from women, a very large number of men sent in articles and most of them were based upon experiences that had happened to them or their families.

Many hailed the growth of morning advertising in Washington as a great boon to the shopper who was relieved of the necessity of burdening his mind over night with trying to remember the details of the stores' announcements.

The contest was a decided success from every standpoint, and so many and so good were the articles entered in it that it was decided to increase the number of prizes of \$1 each. Even with this enlarged number of prizes, the judges found it difficult to decide upon the winners, and it was only after spending all day Sunday

that late last night the twenty selected were decided upon.

MORNING ADS BENEFIT SHOPPER AND MERCHANT

By Mrs. ARTHUR LENOX.

The advantages to the shopper from this form of advertising are, in my opinion, numerous, decided and immediate, for the following reasons:

1. The shopper has time to read the ads carefully.
2. The ad strikes him at the most opportune time—when he is mentally alert and physically fresh.
3. He gets a first impression that is clear and lasting.
4. There is no confusion of ideas due to a jargon of rival concerns about same article.
5. Being a first idea without modification from any source, it has a compelling force that leads to buying.
6. It eliminates worry, because the shopper has now a clear idea of what he wants and enjoys that satisfied feeling of having definitely settled that particular piece of business.
7. It is the most effective form of advertising because it puts a single idea in the mind of the shopper, gets him in the humor for buying and clears the way of difficulties.
8. Finally, the shopper, feels he is getting a bargain, because, being a last minute ad, it is more likely the merchant wants to move a particular stock or line of goods, and will make a sacrifice to do so. It is the one form of advertising that works immediately to the mutual advantage of merchant and shopper.

HAS NO TIME TO READ NEWSPAPERS IN EVENING

By ALBERT W. AYRE.

It is not an unusual occurrence for my wife to remind me that I am late for dinner, and that I must hurry through my evening meal and dress, for John and Mary said they were coming early, or, that we were included in a theater party to-night, and must be there on time. What possible chance, therefore, has one, under those circumstances, to take advantage of the advertising in the evening papers, or even read them?"

My Herald is delivered at my home at 6:30 each morning. With breakfast at 7:30, my wife has ample time to read the "last-minute advertising" and incidentally the news, before going shopping.

Even though an attractive ad appeared in the papers of the evening before, the "last-minute advertising" in the Morning Herald probably offers certain styles, or certain makes of an article that she would rather have, and which, under the circumstances mentioned, would not have been seen by her in the last evening's papers.

If the general public looks at "last-minute advertising," such as appears in the Herald, as I do, then consider it a favor, rather than a form of business, to have it brought to their attention so short a while before the article is to be purchased.

SUBURBANITE PROFITS BY LAST-MINUTE "ADS."

By Mrs. G. K. STUART.

I am a suburbanite, and will tell you the advantages I derive from the morning paper—The Herald—especially. When husband and I come in to six o'clock dinner he has an evening paper tucked in his pocket. I am too busy waiting on the little family of five children, to even

Here Are the Prize-Winning Letters In the Washington Herald's Contest

First Prize Letter

By J. A. BRAENDLE.

There is a wide awake spirit about the morning newspaper advertisements that few forms of mercantile publicity can equal.

Being neither a "retrospection" nor a "forecast," it focuses the lens of trade to the needs of the hour.

It does not compel one to look backward to yesterday nor forward to tomorrow. It speaks solely of today. It is the "nowist" of business.

By it the merchants take you unreservedly into their confidence; they tell you what they have, and the price of it "right now."

This makes you feel as if you had a firmer grip on "time."

Advertising in a morning newspaper is the speediest way for the merchant and the public to "get together."

There is an "up and doing" atmosphere about it that is stimulating to both buyer and seller.

The "market place of the world," no matter how large or small that world may be, offers an ever-changing aspect to the beholder.

The latest viewpoint presents the strongest argument to the shopper.

How often it is heard: "I did not get a chance to look at the advertisements last evening, because we had company." (Or, "we went to the theater, the movies, etc.")

In the morning it is different. There is more freedom during the early forenoon to attend to one's own affairs; the mental vision is clearer and fresher. Then it is that "last minute" advertising speaks so convincingly.

Our daily needs: These are the things for which the majority are striving.

When a morning newspaper tells people where these needs can be supplied to the best advantage, the shopping public is quick to realize that "last minute" advertising presents tomorrow's opportunities to them today.

Second Prize Letter

By Mrs. H. L. HURTON.

The advantages of the morning over the evening paper as a medium for giving advertising news to shoppers are, briefly, as follows:

(1.) It contains the very last word as to the offerings of the merchants, because they do not have to make up their copy early the preceding day in order to get it in the paper.

(2.) It obviates the necessity of having to burden the mind from the evening before with where you can purchase most advantageously.

(3.) It comes in the morning when the mind is fresh and clear and you are able to grasp all the details of the advertising news.

(4.) It combines the latest general news with the latest shopping news, thus eliminating the necessity of having to bother with two papers in the morning, when one may be rushed for time.

(5.) It gives the latest news events and the other (from the evening before) to refresh your mind as to the shopping news.

(6.) It is of distinct advantage to the business man or woman, because with the morning news comes the latest shopping news, thus acquainting them with the latest offerings of the merchants for that day, of which they can take advantage before the day is over.

(7.) Another advantage very much akin to the foregoing is the fact that the office man or woman in the morning paper sees the very latest shopping news, which can be perused as they ride to office, thus giving them the opportunity to do their shopping before the duties of the day begin, or immediately after they are over.

Third Prize Letter

By LOUISE C. NEAVITT.

To the woman who stays at home there comes a lull in the day's occupation after breakfast. The men having gone to work and the children to school, it is then she finds time to read The Washington Herald. Being a woman, she naturally turns to the advertisements. She sees some advertised article she has wanted for some time. She has no time to sleep on the decision, as she would if it were an evening paper; no time to hear her husband's objection; but on the impulse of the moment, with money looking larger and troubles smaller, she goes out and buys the article.

To the woman who works all day, with some place to go in the evening, there is no time for any paper but The Washington Herald, which she reads the advertisement. After work, being already tired, she stops in the stores and buys from the list of morning advertisements.

I have noticed that about three out of every five people on the street or in the morning are reading The Washington Herald. As about nine-tenths of the shopping is done by women, and as the morning paper, especially YOUR PAPER, appeals to all women, the merchant must be blind indeed who fails to see the proper place to insert his advertisement.

San Francisco confirms your selection
Awarded Gold Medal
Highest Honor for India-Ceylon Teas
San Francisco, 1915

Ridgways Tea

"SAFE-TEA FIRST" and Always
Awarded Gold Medal, San Francisco, 1915

(19)

THE WASHINGTON HERALD'S

Ready Reference Directory

OF

Washington's Most Attractive Apartment Houses

Address	No. Rooms	Rent	Agent	Description
OCTAVIA, Columbia and Quarry Roads.	1, 4, 5, 7 and 8 bath.	\$25.00 to \$30.00.	Geo. W. Linsley, 1714 Pa. Ave. N. W.	Beautiful location, on car line; elevator; cafe; telephone service; all night service; laundry; all modern; splendid service.
VENTOSA, 1st and B Streets Northwest.	1 to 4 rooms; bath, kitchenette.	\$12.50 to \$20.00.	Alonso O. Ellis Properties, 35 B St. N. W. Read for our Best List.	All outside rooms, facing Capitol Grounds. Elevator, janitor and telephone service.
THE CONGRESSIONAL, 1st and 18th Capitol Streets.	1, 2, 3 and 4 rooms and bath.	\$14.00 to \$23.00.	Thomas J. Fisher & Co., Inc., 126 15th St. N. W.	Near Capitol and opposite Library of Congress.
THE BELLEVUE, 1921 18th Street N. W.	8 rooms and bath.	\$70.00 a month.	Thomas J. Fisher & Co., Inc., 126 15th St. N. W.	An exceptional detached apartment house. Each room spacious and sunny. Opposite the Dean estate. Near U Street car line.
THE CAIRO, 16th and G Sts. N. W.	1 room, without bath; 2 rooms and bath; 4 rooms and bath.	\$14.00 to \$21.00 to \$24.00.	On premises.	12-story fireproof building; best service; largest and most complete apt. in Washington. Beautifully furnished; excellent house table. \$25.00; fur. or unfur. apt.
THE CHEVY CHASE, Chevy Chase Circle.	1, 4, and 5 rooms and bath.	\$20.00 to \$25.00.	Thomas J. Fisher & Co., Inc., 126 15th St. N. W.	Desirable apartments in Washington's most beautiful suburb. All outside rooms. Excellent service.
BLENHEIM COURT, 1540-42 California St. N. W.	3 to 5 rooms, reception hall, and bath.	\$25.00 to \$47.00.	Alonso O. Ellis Properties, 35 B St. N. W. Read for our Best List.	First-class building, located in best section. Well arranged apartments with perfect, all in good condition. Heating, plumbing, electricity. Public telephone.
FALKSTONE COURTS, 14th and Fairmont Sts. N. W.	1, 4, 5, 6 rooms, bath.	\$22.00 to \$28.00.	Alonso O. Ellis Properties, 35 B St. N. W. Read for our Best List.	All outside rooms, private porches, telephone and elevator service. Fireproof building. Resident manager. Electricity. Also furnished apartments.
THE KNICKERBOCKER, 1840 Minnesota Place N. W.	1 and 4 rooms and bath.	\$22.00 to \$42.00.	Thomas J. Fisher & Co., Inc., 126 15th St. N. W.	In most desirable section of Northwest. Exclusive home; electric elevator.
THE MAURY, 19th and G Streets N. W.	4 rooms, rec. hall & bath; 5 rooms, rec. hall & bath; hall & bath.	\$24.00 to \$40.00.	Thomas J. Fisher & Co., Inc., 126 15th St. N. W.	Convenient to business section; excellent condition; good janitor and electric elevator service.
THE OREGONIAN, 1815 18th Street N. W.	2 rooms and bath; 3 rooms, rec. hall & bath.	\$12.00 to \$22.00.	Thomas J. Fisher & Co., Inc., 126 15th St. N. W.	Very desirable apartments. Convenient to car line. Reasonable prices.
THE ALWYN, 1882 Columbia Road N. W.	1, 4, and 5 rooms and bath.	\$22.00 to \$27.00.	Thomas J. Fisher & Co., Inc., 126 15th St. N. W.	Large well lighted apartment. Elevator service. Beautifully furnished building. Inspection invited; convenient to car.
THE HADDINGTON, 1540 Blithmore Street N. W.	1 and 4 rooms and bath; reception hall.	\$22.00 to \$40.00.	Thomas J. Fisher & Co., Inc., 126 15th St. N. W.	Convenient to both car lines.
THE VERNON, 1774 You St. N. W. Also 1625 14th St. N. W.	3 rooms and bath; 4 and 5 rooms and bath.	Reasonable prices.	Key At 1625 14th St. N. W. An independent will be given.	All outside rooms, porch; hot water; best service; south exposure.

peep at the paper. After dinner while he reads his paper, I am busy washing dishes and helping with the lessons for next day. After all have retired, I look at the morning paper, tucked in his pocket. I am too busy waiting on the little family of five children, to even

and choose to the greatest advantage to which will be the morning when the boy is read, and the brain clear and alert. I choose made, she can buy immediately, and have the purchase delivered the same day. Foodstuffs, wearing apparel, incidentals, luxuries, perhaps needed immediately, can be obtained, and in necessary cases can be exchanged before the day is over. There is no delay in waiting all night and perhaps forgetting in the morning, as often happens when the day is over. Foodstuffs, wearing apparel, incidentals, luxuries, perhaps needed immediately, can be obtained, and in necessary cases can be exchanged before the day is over. There is no delay in waiting all night and perhaps forgetting in the morning, as often happens when the day is over. Foodstuffs, wearing apparel, incidentals, luxuries, perhaps needed immediately, can be obtained, and in necessary cases can be exchanged before the day is over. 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